

**Listing of Claims**

1. (Currently Amended) A method of conducting electronic commercial transactions through a communication network, comprising:
  - (a) providing access to a website displaying information representing a plurality of contents and an option to purchase each of said contents with or without a discount;
  - (b) receiving a first signal selecting the displayed option to buy a first content with a discount from the website accessed through the communication network;
  - (c) receiving a second signal selecting at least one second content having an effect of information conveyance, the second content including advertisement information displayed in response to the first signal;
  - (d) combining the first content and the second content into a third content;
  - (e) reducing a price of the first content from a first price to a second price based on the discount computed from selection of the second content; and
  - (f) providing the third content to a buyer in response to payment of the second price,  
said method further comprising withholding reducing the price until receiving confirmation that the user actually viewed the selected advertisement.

2. (Canceled)

3. (Currently Amended) The method of claim 1, wherein step (d) adds the second content to at least one of ~~a~~ [[the]] front, middle, and rear of the first content.
4. (Original) The method of claim 3, wherein each second content is converted to the format of the first content, before the combination.
5. (Previously Presented) The method of claim 1, wherein the discount is determined based on a number of second contents combined with the first content or each value of the second contents.
6. (Previously Presented) The method of claim 5, wherein the first price of the first content is reduced to the second price in proportion to the number of second contents combined to the first content based on the discount.
7. (Original) The method of claim 1, wherein each second content includes a list of other contents to be sold or address information of other servers providing on-line sale services.
8. (Previously Presented) The method of claim 1, wherein step (f) includes:  
storing the third content in a recording medium to be delivered to the buyer.

9. (Original) The method of claim 8, wherein the recording medium is one of a CD, a DVD, an FDD, an HDD, and a memory.
10. (Previously Presented) The method of claim 1, wherein step (f) includes:  
transmitting the third content to the buyer on-line through the communication network.
11. (Original) The method of claim 10, wherein the third content is formatted as MPEG data.
12. (Original) The method of claim 1, wherein the second content is inserted in a prescribed field, defined in the first content, without any data conversion.
13. (Original) The method of claim 1, wherein the second content selected in step (b) is selected by a buyer or a seller of the first content.
14. (Original) The method of claim 1, wherein the first and second contents are combined such that the play back of the first content cannot be obtained without the playback of the second content.

15-18 (Canceled).

19. (Currently Amended) A method of conducting electronic commercial transactions through a communication network, comprising:

- (a) providing access to a website displaying information representing a plurality of contents and an option to purchase each of said contents with or without a discount;
- (b) receiving a first signal selecting a first content having a first price to buy from the website accessed through the communication network;
- (c) selecting at least one second content;
- (d) presenting the selected second content to a user and asking a question about the presented second content;
- (e)(f) receiving a reply to the question from the user and determining whether the user has viewed the presented second content, based on the information contained in the received reply; and
- (f)(g) determining a second price of the first content based on the first price of the first content and the number of second contents selected, wherein (f) includes withholding determining the second price until receiving confirmation that the user actually viewed the presented second content.

20. (Original) The method of claim 19, wherein each second content comprises advertising materials.

21. (Original) The method of claim 19, further comprising combining the first content and the second content to form a third content.

22. (Original) The method of claim 21, wherein the first and second contents are integrally combined into the third content and the first content cannot be played back from the third content without the playback of the second content.

23. (Currently Amended) A method of purchasing multimedia content over a communications network, comprising:

providing access to a website displaying information representing a plurality of multimedia content items and an option to purchase each of said contents with or without a discount;

receiving a signal selecting at least one multimedia content item for purchase at a first prescribed price, from among the plurality of multimedia content items;

selecting at least one advertisement item having a prescribed value, from among a plurality of advertisement items;

combining a content of the at least one selected advertisement item with a content of the at least one multimedia content item; and

determining a final purchase price by reducing the first prescribed price for the at least one multimedia content item by the prescribed value of the at least one advertisement item,  
wherein the at least one selected advertisement item is pre-assigned for display when the at least one multimedia content is selected.

24. (Original) The method of claim 23, wherein the at least one selected advertisement item and the at least one multimedia content item are integrally combined into a compilation, and the at least one multimedia content item cannot be played back from the compilation without the playback of the at least one selected advertisement item.

25. (Previously Presented) The method of claim 1, wherein a subscription for accessing the website is priced independently from the price of the first content.

26. (Previously Presented) The method of claim 19, wherein a subscription for accessing the website is priced independently from the price of the first content.

27. (Previously Presented) The method of claim 1, wherein subscription to the website is obtained by obtaining a username and password.

28. (Canceled).

29. (Previously Presented) The method of claim 21, wherein subscription to the website is obtained by obtaining a username and password.

30. (Canceled).

31. (Previously Presented) The method of claim 25, wherein subscription to the website is obtained by obtaining a username and password.

32-46 (Canceled).

47. (Currently Amended) The method of claim 1, further comprising:  
displaying a separate price for each of the displayed plurality of contents represented on the website.

48. (Previously Presented) The method of claim 1, wherein access to the website is provided before the second signal is received.

49. (Currently Amended) A [[The]] method of claim 1 of conducting electronic commercial transactions through a communication network, comprising:

- (a) providing access to a website displaying information representing a plurality of contents and an option to purchase each of said contents with or without a discount;
- (b) receiving a first signal selecting the displayed option to buy a first content with a discount from the website accessed through the communication network;
- (c) receiving a second signal selecting at least one second content having an effect of information conveyance, the second content including advertisement information displayed in response to the first signal;
- (d) combining the first content and the second content into a third content;
- (e) reducing a price of the first content from a first price to a second price based on the discount computed from selection of the second content; and
- (f) providing the third content to a buyer in response to payment of the second price,

wherein reducing the price includes:

- reducing the first price to the second price by a predetermined value of the selected advertisement;
- receiving a third signal selecting another advertisement; and
- reducing the second price to a third price by an amount equal to less than a predetermined value of the other selected advertisement.

50. (Previously Presented) The method of claim 49, wherein the second price is reduced by a first amount less than the predetermined value of the other advertisement when the other advertisement is newly selected by the buyer, and wherein the second price is reduced by a second amount less than the predetermined value of the other advertisement when the other advertisement has been previously selected by the buyer.

51. (Previously Presented) The method of claim 49, wherein said amount corresponds to a predetermined percentage of the value of the other selected advertisement.

52. (Previously Presented) The method of claim 49, further comprising:  
receiving additional signals selecting additional advertisements;  
reducing the third price by respective amounts equal to less than predetermined values of the additional selected advertisements, wherein reduction rates corresponding to the additional selected advertisements increase in predetermined increments based on order of selection.

53. (Currently Amended) A [[The]] method ~~of claim 4~~ of conducting electronic commercial transactions through a communication network, comprising:

(a) providing access to a website displaying information representing a plurality of contents and an option to purchase each of said contents with or without a discount;

- (b) receiving a first signal selecting the displayed option to buy a first content with a discount from the website accessed through the communication network;
- (c) receiving a second signal selecting at least one second content having an effect of information conveyance, the second content including advertisement information displayed in response to the first signal;
- (d) combining the first content and the second content into a third content;
- (e) reducing a price of the first content from a first price to a second price based on the discount computed from selection of the second content; and
- (f) providing the third content to a buyer in response to payment of the second price,  
wherein the advertisement is pre-assigned for display when the first content is selected.

54. (Canceled)

55. (Previously Presented) A [[The]] method of claim 1 of conducting electronic commercial transactions through a communication network, comprising:

- (a) providing access to a website displaying information representing a plurality of contents and an option to purchase each of said contents with or without a discount;
- (b) receiving a first signal selecting the displayed option to buy a first content with a discount from the website accessed through the communication network;

- (c) receiving a second signal selecting at least one second content having an effect of information conveyance, the second content including advertisement information displayed in response to the first signal;
- (d) combining the first content and the second content into a third content;
- (e) reducing a price of the first content from a first price to a second price based on the discount computed from selection of the second content; and
- (f) providing the third content to a buyer in response to payment of the second price,

wherein (a) includes:

displaying a first selectable icon corresponding to an undiscounted price of the first content; and

displaying a second selectable icon representing said option to purchase the first content with a discount.

56. (Previously Presented) The method of claim 55, wherein the first and second selectable icons are simultaneously displayed on the website adjacent an object representing the first content.

57. (Previously Presented) The method of claim 56, wherein the object is a graphical object corresponding to or an image of the first content.

58. (Previously Presented) The method of claim 57, further comprising:
  - displaying a first list of advertisers or advertisements on a different web page in response to selection of the displayed option by the first signal;
  - displaying a second list of advertisers or advertisements selected by the buyer from the first list, the second list including the advertisement information selected by the second signal.
59. (Previously Presented) The method of claim 58, further comprising:
  - displaying the second price as reduced by the discount adjacent the second list.
60. (Previously Presented) The method of claim 59, wherein the second price is displayed as a formula which includes an original price of the first content minus the discount to equal the second price.
61. (New) A method of purchasing multimedia content over a communications network, comprising:
  - providing access to a website displaying information representing a plurality of multimedia content items and an option to purchase each of said contents with or without a discount;

receiving a signal selecting at least one multimedia content item for purchase at a first prescribed price, from among the plurality of multimedia content items;

selecting at least one advertisement item having a prescribed value, from among a plurality of advertisement items;

combining a content of the at least one selected advertisement item with a content of the at least one multimedia content item; and

determining a final purchase price by reducing the first prescribed price for the at least one multimedia content item by the prescribed value of the at least one advertisement item, wherein determining the final purchase price includes:

reducing the first prescribed price to a second price by the prescribed value of the at least one advertisement item;

receiving a signal selecting another advertisement item; and

reducing the second price to a third price by an amount equal to less than a prescribed value of the other selected advertisement item.